

## **FIRE PUBLIC INFORMATION OFFICER**

### **DISTINGUISHING FEATURES**

The fundamental reason the Fire Public Information Officer position exists is to coordinate communication to a variety of media, print, and internal and external sources on fire department calls, activities, and events. Also, works closely with citizens and employees. This classification is not supervisory. Work is performed under general supervision reporting to the Fire Community Relations Manager.

### **ESSENTIAL FUNCTIONS**

Responds to emergency scenes and coordinates with Fire emergency personnel on information to release to media, public, and internal staff. Assists staff in responding to media inquiries and, if necessary, speaks on behalf of the department or division.

Develops news releases; reviews or develops announcements or publicity materials utilized by the Fire department for distribution to the public.

Prepares and writes articles, radio or television scripts for events or television programs; develops and prepares booklets, newsletters and articles for general public information.

Communicates with Fire Department personnel and other City employees; the general public; the community; civic organizations and business owners in order to disseminate accurate information, and provide assistance.

Coordinates public meetings and other community events to provide information and receive public comments on city issues. Interprets and provides explanations of department rules, City Ordinances, and Fire Codes to the public. May serve as an information resource to the community.

Makes effective public presentations and assists departmental staff in developing presentation skills. Plans and executes media conferences including logistics, media notification, and speech preparation.

Conducts research and analyzes data including recognizing fire and safety incident patterns through reviewing incident reports and statistics to provide information to the public or media.

May provide support to the Fire Chief and Command staff in coordinating public meetings and special events, and implementing public information strategies to project a positive image of the Fire Department.

Performs other related duties as assigned.

## **MINIMUM QUALIFICATIONS**

### **Knowledge, Skills, and Abilities**

#### **Knowledge of:**

The principles, practices, and procedures used in public information and communications.

Knowledge of the general theories and complex principles and practices of public relations, public information, and basic communication techniques;

fire prevention and public safety programs;

community oriented safety;

research techniques, methods, and procedures;

current usage of the English language and various journalistic styles;

and the principles, techniques, and methods used in preparing news releases and publications.

#### **Ability to:**

Understand and assimilate a wide variety of information. Draw from complex policy, technical or legal material and condense the main points into a readable form for general public distribution. Think creatively about communications issues and put new ideas into action.

Communicate effectively both orally and in writing and to speak in front of large groups or neighborhood associations.

Listen and communicate effectively with diverse groups of people. Interact with a wide variety of individuals being mindful and respectful of the diversity of opinions that exist within a community.

Operate computerized informational databases for tracking programs and related information; keep accurate records and prepare reports.

Produce written documents with clearly organized thoughts using proper sentence construction, punctuation and grammar. Use a personal computer to present information both in words and graphics.

Handle negative comments and feedback, from the public and within the Fire Department, effectively; and establish and maintain an effective working relationship with City officials, City staff, citizens and members of the press.

### **Education & Experience**

Any combination of training, education and experience equivalent to two years experience in public affairs, public relations or related field and a bachelors degree in journalism, communications or a related field. Must have experience in writing press releases, speeches, articles and television or event scripts. Experience in designing communication plans is highly desirable. Experience and/or training in public speaking is required. Must possess a valid Arizona Driver's License.

